

Rep Order# 9799026 Ver# 3 Mod# 1 Status Confirmed
EC'd Yes

Traffic Order#

Printed: 09/06/2012 9:50 AM
Last Received: 09/05/2012 12:23 PM
Showing Buylines: All Lines

1 of 3

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL
Product OBAMA FOR AMERICA
Estimate# 1536
Buyer KATIE KEULJEMAN
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/11/2012 - 09/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILLIPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	8A-9A	GMA	:30	\$275.00	09/12-09/14	4	1	4	\$1,100.00	
	2	M	8A-9A	GMA	:30	\$275.00	09/17-09/17	1	1	1	\$275.00	
	3	W-F	630A-7A	NEWS	:30	\$175.00	09/12-09/14	4	1	4	\$700.00	
	4	M	630A-7A	NEWS	:30	\$175.00	09/17-09/17	1	1	1	\$175.00	
	5	W-F	7A-8A	GMA	:30	\$275.00	09/12-09/14	4	1	4	\$1,100.00	
	6	M	7A-8A	GMA	:30	\$275.00	09/17-09/17	1	1	1	\$275.00	
	7	SA	8A-9A	GMA	:30	\$125.00	09/15-09/15	1	1	1	\$125.00	
	8	SU	8A-9A	GMA	:30	\$125.00	09/16-09/16	1	1	1	\$125.00	
	9	W-F	11A-12P	VIEW	:30	\$200.00	09/12-09/14	4	1	4	\$800.00	
	10	M	11A-12P	VIEW	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
	11	W-F	5P-530P	NEWS	:30	\$275.00	09/12-09/14	4	1	4	\$1,100.00	
	12	M	5P-530P	NEWS	:30	\$275.00	09/17-09/17	1	1	1	\$275.00	
	13	W-F	530P-6P	NEWS	:30	\$350.00	09/12-09/14	4	1	4	\$1,400.00	

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Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	14	M	530P-6P	NEWS	:30	\$350.00	09/17-09/17	1	1	1	\$350.00	
	15	W-F	6P-630P	NEWS	:30	\$650.00	09/12-09/14	4	1	4	\$2,600.00	
	16	M	6P-630P	NEWS	:30	\$650.00	09/17-09/17	1	1	1	\$650.00	
	17	SU	630P-7P	NEWS	:30	\$225.00	09/16-09/16	1	1	1	\$225.00	
	18	W-F	7P-730P	MILLIONAIRE	:30	\$350.00	09/12-09/14	4	1	4	\$1,400.00	
	19	M	7P-730P	MILLIONAIRE	:30	\$350.00	09/17-09/17	1	1	1	\$350.00	
	20	W-F	730P-8P	MILLIONAIRE	:30	\$350.00	09/12-09/14	4	1	4	\$1,400.00	
	21	M	730P-8P	MILLIONAIRE	:30	\$350.00	09/17-09/17	1	1	1	\$350.00	
	22	SA	7P-730P	MILLIONAIRE	:30	\$300.00	09/15-09/15	1	1	1	\$300.00	

---REPORT TOTALS---

Report Totals: 49 / \$15,275.00

---SALES MONTHLY TOTALS---

Sep 12: 49 / \$15,275.00

Sales Totals: 49 / \$15,275.00

Station Totals: 49 / \$15,275.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$218,214

CABL 0%
WTOG 0%

UNKN 93%
WTSP 0%

WBSV 0%
WTTA 0%

WFLA 0%
WTVT 0%

WFTS 0%
WWSB 7%

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---COMPETITIVE COMMENTS---
SHARES EST

Books null
Demos RA35+

Rep Order# 9799026 Ver# 1 Status New
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--- REMARKS ---

NEW OBAMA ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	8A-9A	GMA	:30	\$225.00	09/12-09/14	4	1	4	\$900.00	
	2	M	8A-9A	GMA	:30	\$225.00	09/17-09/17	1	1	1	\$225.00	
	3	W-F	630A-7A	NEWS	:30	\$175.00	09/12-09/14	4	1	4	\$700.00	
	4	M	630A-7A	NEWS	:30	\$175.00	09/17-09/17	1	1	1	\$175.00	
	5	W-F	7A-8A	GMA	:30	\$225.00	09/12-09/14	4	1	4	\$900.00	
	6	M	7A-8A	GMA	:30	\$225.00	09/17-09/17	1	1	1	\$225.00	
	7	SA	8A-9A	GMA	:30	\$125.00	09/15-09/15	1	1	1	\$125.00	
	8	SU	8A-9A	GMA	:30	\$125.00	09/16-09/16	1	1	1	\$125.00	
	9	W-F	11A-12P	VIEW	:30	\$100.00	09/12-09/14	4	1	4	\$400.00	
	10	M	11A-12P	VIEW	:30	\$100.00	09/17-09/17	1	1	1	\$100.00	
	11	W-F	5P-530P	NEWS	:30	\$225.00	09/12-09/14	4	1	4	\$900.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	M	5P-530P	NEWS	:30	\$225.00	09/17-09/17	1	1	1	\$225.00	
	13	W-F	530P-6P	NEWS	:30	\$300.00	09/12-09/14	4	1	4	\$1,200.00	
	14	M	530P-6P	NEWS	:30	\$300.00	09/17-09/17	1	1	1	\$300.00	
	15	W-F	6P-630P	NEWS	:30	\$550.00	09/12-09/14	4	1	4	\$2,200.00	
	16	M	6P-630P	NEWS	:30	\$550.00	09/17-09/17	1	1	1	\$550.00	
	17	SU	630P-7P	NEWS	:30	\$225.00	09/16-09/16	1	1	1	\$225.00	
	18	W-F	7P-730P	MILLIONAIRE	:30	\$300.00	09/12-09/14	4	1	4	\$1,200.00	
	19	M	7P-730P	MILLIONAIRE	:30	\$300.00	09/17-09/17	1	1	1	\$300.00	
	20	W-F	730P-8P	MILLIONAIRE	:30	\$300.00	09/12-09/14	4	1	4	\$1,200.00	
	21	M	730P-8P	MILLIONAIRE	:30	\$300.00	09/17-09/17	1	1	1	\$300.00	
	22	SA	7P-730P	MILLIONAIRE	:30	\$300.00	09/15-09/15	1	1	1	\$300.00	

---REPORT TOTALS---

Report Totals: 49 / \$12,775.00

---SALES MONTHLY TOTALS---

Sep 12: 49 / \$12,775.00
Sales Totals: 49 / \$12,775.00

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Station Totals: 49 / \$12,775.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$182,500

CABL 0%	UNKN 93%	WBSV 0%	WFLA 0%	WFTS 0%
WTOG 0%	WTSP 0%	WTTA 0%	WTVT 0%	WWSB 7%

---COMPETITIVE COMMENTS---

SHARES EST

Books null
Demos RA35+

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

www.wwsb.tv

And:

GMMB
1010 WISCONSIN AVE NW
WASHINGTON, DC 20007

Contract / Revision 31710 /		Alt. Order # 09799026
Product 95/101/1536/OBAMA FOR AMERICA		
Contract Dates 09/11/12 - 09/17/12		Est. # 1536
Advertiser OBAMA FOR AMERICA		Original Date / Revision 09/06/12 / 09/06/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WWSB	Account Executive BRAD PHILLIPS	Sales Office Washington D
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 95	Product Code 101
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	09/12/12	09/14/12	Good Morning America	7-9a		:30			NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				4	\$225.00			
N 2	7	09/17/12	09/17/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$225.00			
N 3	7	09/12/12	09/14/12	ABC 7 Sunrise News @	6a-7a		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				4	\$175.00			
N 4	7	09/17/12	09/17/12	ABC 7 Sunrise News @	6a-7a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$175.00			
N 5	7	09/12/12	09/14/12	Good Morning America	7-9a		:30			NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				4	\$225.00			
N 6	7	09/17/12	09/17/12	Good Morning America	7-9a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$225.00			
N 7	7	09/15/12	09/15/12	Sat/Sun GMA	8-9a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$125.00			
N 8	7	09/16/12	09/16/12	Sat/Sun GMA	8-9a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$125.00			
N 9	7	09/12/12	09/14/12	The View	11a-12p		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				4	\$100.00			
N 10	7	09/17/12	09/17/12	The View	11a-12p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$100.00			
N 11	7	09/12/12	09/14/12	ABC 7 News at 5p	5-530p		:30			NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				4	\$225.00			
N 12	7	09/17/12	09/17/12	ABC 7 News at 5p	5-530p		:30			NM	1	\$225.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

Contract / Revision	Alt. Order #
31710 /	09799026

Contract Dates	Product	Est. #
09/11/12 - 09/17/12	95/101/1536/OBAMA FC	1536

Advertiser	Original Date / Revision
OBAMA FOR AMERICA	09/06/12 / 09/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount																								
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 09/17/12	09/23/12	M-----				1	\$225.00																											
N 13	7	09/12/12	09/14/12	ABC 7 News at 530p	530-6p		:30			NM	4	\$1,200.00																								
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N 14	7	09/17/12	09/17/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$300.00																								
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 09/17/12	09/23/12	M-----				1	\$300.00																											
N 15	7	09/12/12	09/14/12	ABC 7 News at 6p	6-630p		:30			NM	4	\$2,200.00																								
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N 16	7	09/17/12	09/17/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$550.00																								
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 09/17/12	09/23/12	M-----				1	\$550.00																											
N 17	7	09/16/12	09/16/12	ABC 7 Sun News at 630	630-7p		:30			NM	1	\$225.00																								
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 09/10/12</td><td>09/16/12</td><td>-----S</td><td></td><td></td><td></td><td>1</td><td>\$225.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					Week: 09/10/12	09/16/12	-----S				1	\$225.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 09/10/12	09/16/12	-----S				1	\$225.00																											
N 18	7	09/12/12	09/14/12	M-Sa 7-730p	WHEEL		:30			NM	4	\$1,200.00																								
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 09/10/12	09/16/12	--WTF--				4	\$300.00																											
N 19	7	09/17/12	09/17/12	M-Sa 7-730p	MILLIONAIRE		:30			NM	1	\$300.00																								
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td></tr><tr><td></td><td></td><td>Week: 09/17/12</td><td>09/23/12</td><td>M-----</td><td></td><td></td><td></td><td>1</td><td>\$300.00</td><td></td><td></td></tr></table>														<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					Week: 09/17/12	09/23/12	M-----				1	\$300.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 09/17/12	09/23/12	M-----				1	\$300.00																											
N 20	7	09/12/12	09/14/12	M-Sa 730-8p	JEOPARDY		:30			NM	4	\$1,200.00																								
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 09/10/12	09/16/12	--WTF--				4	\$300.00																											
N 21	7	09/17/12	09/17/12	M-Sa 730-8p	MILLIONAIRE		:30			NM	1	\$300.00																								
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 09/17/12	09/23/12	M-----				1	\$300.00																											
N 22	7	09/15/12	09/15/12	M-Sa 7-730p	MILLIONAIRE		:30			NM	1	\$300.00																								
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																											
		Week: 09/10/12	09/16/12	-----S-				1	\$300.00																											
Totals											49	\$12,775.00																								

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/17/12	49	\$12,775.00	\$10,858.75
Totals	49	\$12,775.00	\$10,858.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.